Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Text

UNCLASSIFIED

44
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 076783
R 201533Z JUL 76
FM AMEMBASSY BONN
TO SECSTATE WASHDC 0539
INFO USDOC WASHDC
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 02 BONN 12209

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJ: FY 76 CCP - FOURTH QUARTER PROGRESS REPORT

REF: BONN 6745

1. CAMPAIGN 1.1 - ELECTRONICS: LARGELY BECAUSE OF THE SMALL SIZE (17 PARTICIPANTS) OF MAY USTC SHOW ON ELECTRONIC PRODUCTION EQUIPMENT, THE NUMBER OF SIGNED AGENCY AGREEMENTS REACHED ONLY ONE-THIRD OF THE CCP GOAL AND CONSIDERABLY FEWER BUSINESS VISITORS WERE

REGISTERED THAN TARGETED (1176 VS. GOAL 1900). THE INCREMENTAL SALES AT $16.6 MILLION, WAS NONETHELESS IMPRESSIVE, EXCEEDING THE CCP GOAL BY 67. TO'S ALSO EXCEEDED GOALS BY A FACTOR OF 4 (248 VS. GOAL: 60).

2. CAMPAIGN 1.2 - COMPUTERS: INTENSIFIED RECRUITMENT IN THE FOURTH QUARTER FAILED TO PRODUCE ADDITIONAL BSPS (SEE REFTEL). FOR RESULTS OF MAJOR EVENT IN THIS CAMPAIGN, SEE SECOND QUARTER PROGRESS REPORT (BONN 602).
UNCLASSIFIED

UNCLASSIFIED

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

3. CAMPAIGN 1.3 - LABORATORY INSTRUMENTS: TO'S REPORTED REACHED 90 VS. GOAL: 20. FOR EVENT RESULTS, SEE REFTEL.

4. CAMPAIGN 1.4 - CONSUMER GOODS: DESPITE THE ABSENCE OF A MAJOR USG EVENT IN THIS FIELD, POST INITIATIVES SUCH AS BSP'S AND BIO'S CONTINUED TO CAPITALIZE ON A RECEPTIVE GERMAN MARKET IN THIS FIELD. THE STATISTICS SPEAK FOR THEMSELVES:

BSP'S, 9 VS. GOAL OF 3; TO'S, 544 VS. GOAL OF 40; AGENCY AGREEMENTS SIGNED, 7 VS. GOAL OF 4; INCREMENTAL U.S. EXPORTS, $8.4 MILLION VS. GOAL OF $2.0 MILLION; BUSINESS VISITORS, 1065 VS. GOAL OF 200. OTHER CAMPAIGN ACTIVITIES INCLUDED NEGOTIATION OF IN-STORE PROMOTION CONTRACTS WITH RETAILERS LOOSEN OF ESSEN AND QUELLE OF NUERNBERG.

5. CAMPAIGN 1.5 - POLLUTION CONTROL EQUIPMENT: THANKS TO STRONG BUYER INTEREST AT THE NOISE AND VIBRATION ANALYSIS EQUIPMENT SHOW, THIS CAMPAIGN WAS EXTREMELY SUCCESSFUL, EXCEEDING CCP TARGETS IN NEARLY ALL AREAS. INCREMENTAL U.S. EXPORTS OF $8.8 MILLION, 596 VISITORS, AND 694 SALES LEADS WERE ALL FAR ABOVE CCP GOALS. DURING THE COMING QUARTER, GERMAN POSTS WILL PROVIDE ALL POSSIBLE PROMOTIONAL SUPPORT TO USG PARTICIPATION IN AQUATECH 76 (AMSTERDAM, 14-18 SEPT.). BECAUSE WE WERE ONLY RECENTLY INFORMED OF THIS EVENT, IT IS NOT INCLUDED IN CCP.

6. CAMPAIGN 1.7 - HEALTH CARE INDUSTRIES EQUIPMENT: WITH ONLY ONE BSP RECRUITED AND THE ORIGINALLY SCHEDULED USTC SHOW CANCELLED, THIS CAMPAIGN CAN PRETTY WELL BE WRITTEN OFF FOR FY76. THE ONLY ENCOURAGING NOTE IS T.O. PRODUCTION OF 92 VS. GOAL OF 16.

7. CAMPAIGN 2.2 - REVERSE INVESTMENT: REVERSE INVESTMENT/LICENSING/JOINT VENTURE OPPORTUNITIES UNCLASSIFIED

INCREASED SUBSTANTIALLY IN THE FOURTH QUARTER TO A TOTAL OF 264, WELL ABOVE THE CCP GOAL OF 40. THE LOUISIANA INVESTMENT MISSION CONDUCTED AN EXTENSIVE PROGRAM APRIL 27 - MAY 7 IN GERMANY, ASSISTED BY THE EMBASSY AND SEVERAL CONSTITUENT POSTS.

8. NON-CAMPAIGN ACTIVITIES: (A) IN THE FOURTH QUARTER SPRECHTAGE AGAIN PROVED TO BE A SUCCESSFUL

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

TOOL FOR THE PROMOTION OF US COMMERCIAL INTERESTS IN
GERMANY. A LARGE NUMBER OF TO'S AND RIO'S
WERE GENERATED THROUGH THESE EVENTS. THE POSTS WERE

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BONN 12209 02 OF 02 201541Z

44
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 076759
R 201533Z JUL 76
FM AMEMBASSY BONN
TO SECSTATE WASHDC 0540
INFO USDOC WASHDC
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS SECTION 02 OF 02 BONN 12209

ALSO ACTIVE IN THE PROMOTION OF AGRICULTURAL SALES,
SUBMITTING MANY AGRICULTURAL TO'S AND ASSISTING
DELEGATIONS IN THE TOBACCO, COTTON, CITRUS, AND
PROCESSED FOODS AREAS. (B) NON - CAMPAIGN TO'S
REACHED A LEVEL OF 1275, NEARLY TRIPLE CCP GOAL
OF 440. (C) THE NON - CAMPAIGN USTC SHOW "INDUSTRIAL
SECURITY AND SAFETY EQUIPMENT" HELD IN APRIL HIT A
RIPE MARKET LIKE A WELL-AIMED ARROW, YIELDING THE
FOLLOWING IMPRESSIVE RESULTS: AGENCY AGREEMENTS
SIGNED, 5; INCREMENTAL U.S. EXPORTS, $24.7 MILLION;
VISITORS, 1378; AND SALES LEADS 1914.

9. TOTAL TO PRODUCTION FOR THE FOUR QUARTERS WAS
2628 VS. GOAL OF 676. TOTAL CAMPAIGN KPC'S, AT

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

1195, ALSO SUBSTANTIALLY EXCEEDED CCP GOAL OF 725.

10. THE BIO AT THE HANNOVER FAIR, 28 APRIL - 6 MAY, PROVED ITS WORTH AGAIN IN TERMS OF BOTH IMAGE AND CONCRETE TRADE AND INVESTMENT CONTACTS. A DEFERRED
UNCLASSIFIED

UNCLASSIFIED

CCP PROJECT FUNDED EARLY IN FY76 BY COMMERCE, THE RESULTS WERE REPORTED IN HAMBURG 790 OF 21 MAY.
CASH

UNCLASSIFIED

NNN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BONN12209
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760279-0008
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760742/aaaabkok.tel
Line Count: 184
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 BONN 6745
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 14 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 APR 2004 by ThomasVJ>; APPROVED <27 JAN 2005 by morefirh>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 76 CCP - FOURTH QUARTER PROGRESS REPORT
TAGS: BEXP, GE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006